



Henri de Toulouse-Lautrec

*Moulin Rouge, 1892*

At a young age, Lautrec was critically disabled and unable to partake in such sports and activities. He found comfort in art and by age 21, he was visiting brothels and cafés in order to comfort his yearning for humanity. The women at the Moulin Rouge gave his encouragement but more importantly inspiration for his works. He saw the women as individuals and treated them compassionately. The woman in the lithograph was not painted for sophistication but for the reality and advertisement for the brothel/ cabaret. This was a place where wealthy gentlemen might enjoy a night out with good company by the bar. The color scheme of the lithograph is mainly primary colors this was done purposefully in order to make the bold face wording stand out for promotional sake.

Alphonse Mucha

*Bieres de la Meuse, 1897*

Mucha became known as the father of art nouveau during the late 1800’s. With his fanciful ideals and draping clothing, accentuating the female curves there is no doubt that Mucha had a deep appreciation for the female form. In this advertisement for beer the women is enjoying a cold beer overflowing in abundance. The woman nonchalantly daydreams off into space and the viewer is left wondering what is on her mind. She is able to appeal to women with her undeniable beauty and to men with sexuality and thirst-quenching beverage.





Jules Cheret

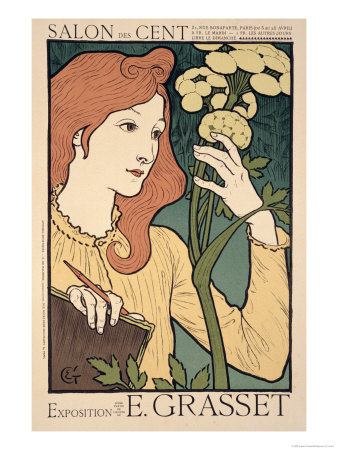
*Loie Fuller, 1893*

Cheret was most commonly known for his romantic vision expressed in his illustration and promotion work. This advertisement for a café shows a woman twirling in bliss. Her body language gives off an air of luxury and playfulness. With his technique of using, multiple colors on his lithograph gained his the reputation of the father of the colour lithograph. He did a great deal of promotional work for theaters, products, nightclubs and journals. His works often embrace the idea of females in celebration and pure happiness of freedom.

Theophile Steinlen

*Clinique Cheron, 1905*

Steinlen was infused porters and advertisements sparked his popularity during this time. Most popular for his Chat Nior Café poster that features a large black cat immersed him into the world of avant-garde art. In Paris, he created over 400 Art Nouveau illustrations for local magazines. The work to the left is an advertisement for a veterinary clinic. The woman here is showing compassionate love for the creatures similar to the artists love and fascination with felines. He enjoyed making genre scenes and scenes that would appeal to an array of audiences.

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Eugene Samuel Grasset

*Poster for Salon des Cent, 1894*

Grasset was a graphic designer years before he discovered the world of illustration. In works such as Salon des Cent he uses elements commonly attributed to art Nouveau style such as tendrils, flowers and draping. By the 1890’s Grasset was designing for all types of media including lithograph and Tiffany’s stain glass windows. He was also a teacher and passed down his abilities of ornamental application to his students. The picture to the left displays a beautiful woman of literature exploring nature and making observations of her surroundings, which fit in with the typical wandering from typical roles from years before.

Pierre Bonnard

*Champagne*, *1889*

Bonnard started out his career just after studying law taking on a job as an illustrator for champagne posters such as the one shown. In his promotional advertisement, he draws women enjoying life drinking and laughing. He painted sophisticated scenes of Parisian life in dark outlines and boarders. His later work drifted from this style becoming much more refined and less joyous. His later subjects consisted of nudes, landscape, and still life’s.